

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently amended): An apparatus comprising:

a processor; and

memory storing computer readable instructions that, when executed by the processor, cause the processor to perform a method comprising:

determining a number of active terminals in an area based on data derived from a second wireless network different from a first wireless network, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network and wherein the unidirectional digital broadband network is a Digital video broadcast network;

determining whether the determined number of active terminals meets a predefined threshold;

in response to determining that the number of active terminals meets the predefined threshold, selecting content for delivery through the first wireless network, wherein the selection is made based on a pattern of usage associated with one or more active terminals in the area; and

initiating delivery of the selected content through the first wireless network.

Claim 2 (Previously Presented): An apparatus as claimed in Claim 1, the memory further comprising instructions for:

categorizing the one or more active terminals in the area into a plurality of groups based on the pattern of usage associated with the one or more active terminals in the area.

Claim 3 (Previously Presented): An apparatus as claimed in Claim 2, wherein:

a first content item is selected for delivery to a first group of active terminals and a second content item is selected for delivery to a second group of active terminals of the plurality of groups.

Claim 4 (Previously Presented): An apparatus as claimed in Claim 3, wherein:
the threshold is defined based on a type of location associated with the area.

Claim 5 (Cancelled).

Claim 6 (Previously Presented): An apparatus as claimed in Claim 1, wherein:
the data derived from the second wireless network comprises a number of connected user terminals to said second wireless network.

Claims 7-8 (Cancelled).

Claim 9 (Currently amended): A system comprising:
a controller connected to first and second wireless networks, the controller including a processor configured to:
determine a number of active terminals in a determined area based on data derived from the second wireless network, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network and wherein the unidirectional digital broadband network is a Digital video broadcast network;
determine whether the number of active terminals in the determined area meets a predefined threshold;
in response to determining that the number of active terminals in the determined area meets the predefined threshold, selecting content for delivery through the first wireless network based on a pattern of usage associated with one or more active terminals in the determined area; and
initiate delivery of the selected content through the first wireless network.

Claim 10 (Previously Presented): A system as claimed in Claim 9, wherein the processor is further configured to:

categorize the one or more active terminals in the determined area into a plurality of groups based on the pattern of usage associated with the one or more active terminals.

Claim 11 (Previously Presented): A system as claimed in Claim 9, wherein:

a first content item is selected for delivery for a first group of active terminals and a second content item is selected for delivery for a second group of active terminals of the plurality of groups.

Claim 12 (Previously Presented): A system as claimed in Claim 10, wherein:

the predefined threshold is defined based on a type of location associated with the determined area.

Claim 13 (Previously Presented): A system as claimed in Claim 9, wherein the content delivered through the first wireless network is provided by at least one source of content.

Claim 14 (Cancelled).

Claim 15 (Previously Presented): A system as claimed in Claim 9, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claims 16-22 (Cancelled).

Claim 23 (Previously Presented): The method as claimed in Claim 52, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 24-27 (Cancelled).

Claim 28 (Previously Presented): An apparatus as claimed in Claim 1, wherein:

the predetermined threshold value is defined based on a type of location associated with the determined area.

Claims 29-44 (Cancelled).

Claim 45 (Previously Presented): An apparatus as claimed in Claim 1, wherein the content is an advertisement.

Claim 46 (Previously Presented): An apparatus as claimed in Claim 1, wherein the data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 47 (Previously Presented): An apparatus as claimed in Claim 1, wherein initiating delivery of content through the first wireless network is performed in response to a criterion being met by second data derived from the second wireless network.

Claim 48 (Previously Presented): An apparatus as claimed in Claim 47, wherein the second data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 49-50 (canceled).

Claim 51 (Previously Presented): The apparatus of claim 1, wherein initiating delivery of the selected content through the first wireless network includes transmitting the selected content to at least one terminal in the area through the first wireless network without use of the second wireless network.

Claim 52 (Currently Amended): A method comprising:

determining a number of active terminals in an area based on data derived from a second wireless network different from a first wireless network, wherein the first wireless network is a

unidirectional digital broadband network and the second wireless network is a bi-directional communications network and wherein the unidirectional digital broadband network is a Digital video broadcast network;

determining whether the determined number of active terminals meets a predefined threshold;

in response to determining that the number of active terminals meets the predefined threshold, selecting content for delivery through the first wireless network, wherein the selection is made based on a pattern of usage associated with one or more active terminals in the area; and initiating delivery of the selected content through the first wireless network.

Claim 53 (Previously Presented): The method of claim 52, further comprising:

categorizing the one or more active terminals in the area into a plurality of groups based on the pattern of usage associated with the one or more active terminals in the area.

Claim 54 (Previously Presented): The method of claim 53, wherein a first content item is selected for delivery to a first group of active terminals of the plurality of groups and a second content item is selected for delivery to a second group of active terminals of the plurality of groups.

Claim 55 (Currently Amended): A computer readable medium storing computer readable instructions that, when executed, cause a processor to perform a method comprising:

determining a number of active terminals in an area based on data derived from a second wireless network different from a first wireless network, wherein the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network and wherein the unidirectional digital broadband network is a Digital video broadcast network;

determining whether the determined number of active terminals meets a predefined threshold;

in response to determining that the number of active terminals meets the predefined threshold, selecting content for delivery through the first wireless network, wherein the selection is made based on a pattern of usage associated with one or more active terminals in the area; and initiating delivery of the selected content through the first wireless network.

Claim 56 (Previously Presented): The computer readable medium of claim 55, further comprising instructions for:

categorizing the one or more active terminals in the area into a plurality of groups based on the pattern of usage associated with the one or more active terminals in the area.

Claim 57 (Previously Presented): The computer readable medium of claim 56, wherein a first content item is selected for delivery to a first group of active terminals of the plurality of groups and a second content item is selected for delivery to a second group of active terminals of the plurality of groups.

Claim 58 (Previously Presented): An apparatus as claimed in Claim 1, the memory further storing instructions for:

identifying that a hot spot exists in response to determining that the number of active terminals meets the predefined threshold; and
storing information about the identified hot spot.

Claim 59 (Previously Presented): An apparatus as claimed in Claim 58, wherein the identified hot spot information includes an estimate of a ratio of mobile stations to active terminals, wherein the estimate is based on a category of hot spot associated with the identified hot spot.